SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT: 2008 Water Conservation Public Awareness Campaign Partnership Participation funding between St. Johns River Water Management District and Seminole County

DEPARTMENT: Environmental Services **DIVISION:** Water and Sewer

AUTHORIZED BY: John Cirello CONTACT: Debbie Meinert EXT: 2121

MOTION/RECOMMENDATION:

Approve participation in the amount of \$25,000 to St. Johns River Water Management Districts 2008 Water Conservation Public Awareness campaign. Authorize Department Director or designee to submit participation form for funding.

County-wide Debbie Meinert

BACKGROUND:

This is an annual recurring partnership participation funding between St. Johns River Water Management District (SJRWMD) and Seminole County. Every year the SJRWMD implements an advertising campaign to educate the public about water conservation practices, with the goal of changing water use behavior. These funds are budgeted in the Water Conservation budget.

The focus of the 2008 campaign will be on:

- Increase the public's knowledge about the water supply issues facing the region
- Educate the public on why they should conserve water
- Provide the public with information on how to conserve water, both indoors and outdoors
- Remind the public about the District's lawn and landscape irrigation rule
- · Change public water use behaviors

Participation in the campaign meets criteria in meeting the water conservation education requirements of the consumptive use permits with SJRWMD.

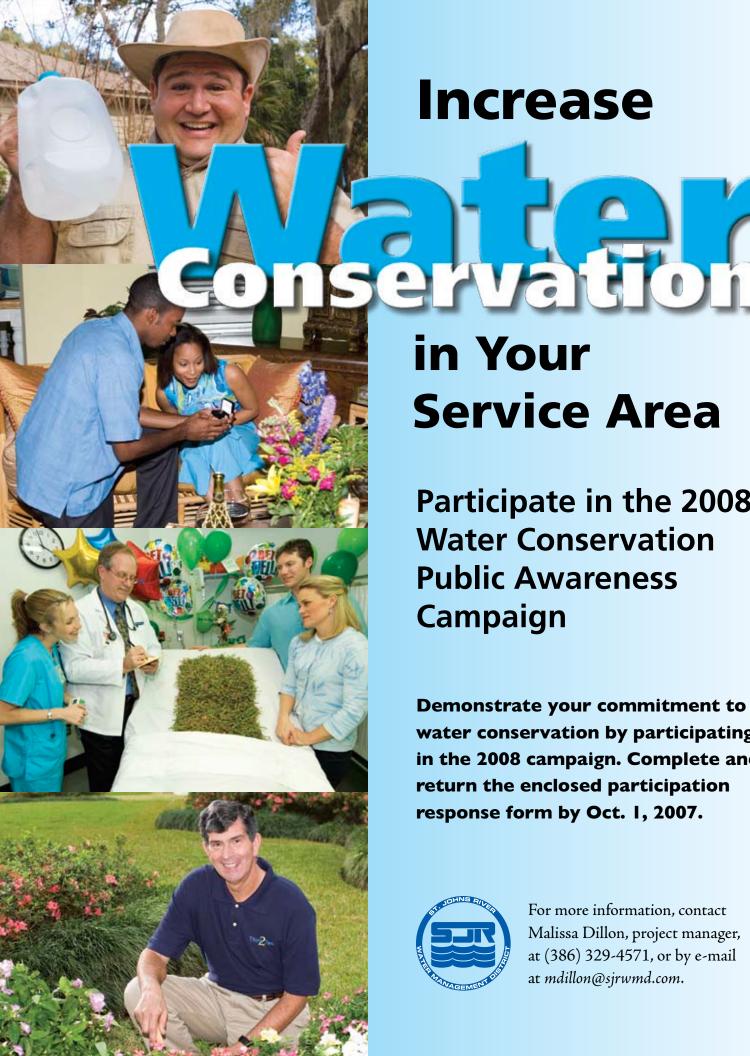
STAFF RECOMMENDATION:

Approve participation in the amount of \$25,000 to St. Johns River Water Management Districts 2008 Water Conservation Public Awareness campaign. Authorize Department Director or designee to submit participation form for funding. Funds are budgeted in the 087804 Water Conservation budget.

ATTACHMENTS:

- 1. SJRWMD WC Public Awareness
- 2. SJRWMD funding form

Additionally Reviewed By: No additional reviews



Increase

in Your **Service Area**

Participate in the 2008 **Water Conservation Public Awareness** Campaign

Demonstrate your commitment to water conservation by participating in the 2008 campaign. Complete and return the enclosed participation response form by Oct. 1, 2007.



For more information, contact Malissa Dillon, project manager, at (386) 329-4571, or by e-mail at mdillon@sjrwmd.com.

About the campaign

Each spring, the St. Johns River Water Management District implements a mass media advertising campaign to educate the public about water conservation, with the goal of changing water use behaviors.

Campaign components

The campaign includes television, radio, newspaper and Internet advertisements, billboards, direct mail, brochures, giveaways, and a campaign Web site, floridaswater.com. The campaign begins in early March and runs through August.

Campaign partnerships

The District offers water supply utilities the opportunity to become campaign partners. Invitations to become a partner are issued each spring for the following year's campaign. This timing allows water supply utilities to plan for the financial contributions and include them in their next year's budgets. Partnership funding levels are based on utility size. Utilities have until Oct. 1 to commit to participate. Financial contributions are due by Dec. 31 for the following spring's campaign. The District is currently offering campaign partnerships to water supply utilities for the 2008 campaign. This is your invitation to participate. Please complete and return the enclosed participation response form by Oct. 1. Your partnership contribution amount is indicated on the form. Participation in the campaign helps meet the water conservation education requirements of consumptive use permits.

Campaign budget

The District contributes the vast majority of the funding to implement the campaign. In 2008, the District is planning to invest \$2,000,000 in this educational effort. Funds raised from partner contributions will be added to this base amount. Funds are spent throughout the District, but promotional emphasis is given to areas with campaign partners.









Why you should participate

Reach more than 90% of your customers through mass media advertising

Studies show that mass media advertising — television, radio, newspapers, billboards and direct mail — broadens the reach of the water conservation message. Traditional education programs typically draw people who already have an interest in conservation. Mass media advertising reaches beyond the self-selecting audience to those who don't usually think about conservation.

Provide memorable water conservation messages that result in positive behavior change

Behavior change is critical to reducing demand through conservation. Behavior change comes from messages that are memorable, consistent and repeated often. Paid advertising allows you to control what message is delivered, how it is delivered and how frequently it is delivered. Participating in a joint campaign allows water supply utilities and the District to provide a clear, consistent message to the public, and reduces duplication of efforts and expense in producing educational materials.

Build a foundation with research

Before successful messaging can be accomplished, market research must be conducted. Research is needed to determine what the audience knows, how they perceive the situation, their attitudes about water supply issues and their current behaviors regarding conservation. Research also is needed to identify creative preferences among audiences — what types of messages appeal to which demographic segments of





the public. And finally, research is needed to determine if a specific campaign has been successful in changing behaviors.

Join the campaign and let us do the work for you

It may seem overwhelming to implement a successful water conservation campaign, but it doesn't have to be. Let the District create, produce and implement the campaign for you. All you have to do is complete the enclosed participation response form, submit your funding by the end of the calendar year, then sit back and watch the water conservation advertisements appear in your area next spring.

Receive recognition, educational materials and other promotional supplies

Campaign partners are recognized on the advertisements. Also, partners receive large quantities of water conservation brochures, handouts, giveaways, etc., to distribute to their customers. All materials are consistent with the theme of the mass media campaign. Participation in the campaign helps meet water conservation education requirements of consumptive use permits.

Campaign history

The campaign began in spring 2002 and has grown over time.

- 2002 Create awareness of water use issues and the need to conserve
- 2003 Offer educational tips on how to conserve
- 2004 Create a sense of social responsibility (we all benefit when we do our part)
- 2005 Provide appropriate lawn and landscape irrigation techniques
- 2006 Promote lawn and landscape irrigation rule
- 2007 Promote lawn and landscape irrigation rule

Campaign success

Campaign success is measured through public awareness surveys. The research demonstrates that the campaign is successful.

2002-2004

- Increased knowledge of water conservation techniques from 66% (pre-campaign) to 88% (post-campaign)
- Increased awareness of specific ways to change water use from 63% (pre-campaign) to 95% (post-campaign)
- Resulted in significant behavior change changed the behaviors of more than 600,000 people

2005-2006

- Increased awareness of irrigation rules from 44% (pre-campaign) to 62% (post-campaign)
- Increased awareness that lawns should be watered no more than two days a week from 64% (pre-campaign) to 87% (post-campaign)
- Decreased three-day-a-week or more watering from 31% (pre-campaign) to 12% (post-campaign)

2007

Campaign follow-up research will be conducted in June 2007



For more information, call Malissa Dillon at (386) 329-4571.

Utility/Agency name: Seminole County

Date:

2008 Water Conservation Public Awareness Campaign

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Partner	rship funding request: \$	<u>\$25,000.00</u>	
Utility	Agency contact: (contact	t for campaign development and implementation)	
	Name: Phone: E-mail: Shipping address:	Title: Fax: Mailing address:	
1.	Check here if you wou	ld like to participate in the 2008 Campaign.	
2.	Your contribution amount will be: \$		
3,	Check here if you are interested but require additional information.		
4,	The types of additional	information you need include the following:	
5.		nterested but require approval of commission/council.	
	You will seek approva	l on the following date:	
•	Check here if you requ	ire District assistance in seeking commission/council approval.	
	Type of assistance req	uired:	
6.		not interested in participating.	
7.	7. Please let us know why you are not interested in participating.		
This fo	orm was completed by:	•	
Print n	ame:	Signature!	